



# 2006 Subsistence Customer Conference

## Multi-Cultural Fresh Fruits and Vegetables Introducing Ethnic Produce

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# Challenges of the Ethnic Millennium

## New patterns for USA growth

- In the 90's, while the general USA population grew by 6%:
  - Asians grew by 107%
  - Hispanics grew by 53%
  - Native Americans grew by 38%
- Before 1940, 70% of the immigrants came from Europe.
- In the 90's, 15% came from Europe, 37% from Asia, and 44% from Latin America.



# Challenges of the Ethnic Millennium

## The World is coming to us!

- The 2000 Census revealed that 98 million Americans -- 25% of the USA population -- claim African, Hispanic, Asian or Native American ancestry.
- This figure includes over 28 million people who were born outside the USA.

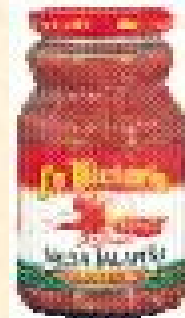
*Over 10% of the USA population is now foreign-born!*



# Challenges of the Ethnic Millennium

## USA culture is changing

- We are caught up in a powerful culture shift, the dawning of the "Ethnic Millennium."
- The change is reflected in our "All-American diet." Today salsa outsells ketchup by \$40 million annually in the U.S. market.
- Successful companies realize that the most profitable market today is the ethnic market. *The current purchasing power of African-Americans, Asians, and Hispanics has been estimated at \$500 billion.*



# Challenges of the Ethnic Millennium

## Startling facts

- There are more Jews in America than in Israel.
- There are more Samoans in America than in Samoa.
- There are more people of African descent in America than in any country except Nigeria.
- There are more Armenians in Los Angeles than in any other city of the world.
- There are more Filipinos in Los Angeles than in any other city of the world.
- There are more Cubans in Miami than in any city of the world except Havana.
- There are more Polish in Chicago than in any city of the world except Warsaw.



# **An Ethnically Diverse Nation Will Demand Variety**

- Immigrants are causing widespread increases in food choices offered in American supermarkets and restaurants.
- The variety of foods in the American marketplace is likely to continue to grow as the US ethnic population grows from 28 percent of the population in 2000 to 36 percent in 2020



## Figure 2—Hispanics Are Fastest Growing Segment of the U.S. Population

The growing diversity of U.S. food choices is likely to echo the growing diversity of the U.S. population. Over the next two decades, the Hispanic population is expected to grow by 1.2 million annually, compared with annual growth of 500,000 among non-Hispanic Whites and 400,000 each among Blacks and Asians. Growth among

Whites, Blacks, and Native Americans comes largely from natural increase (births minus deaths), while growth among the Hispanic and Asian populations comes from a combination of natural increase and immigration. Higher birth, death, and immigration rates all contribute to a younger age structure among minority populations and, consequent-

ly, a built-in growth momentum, as a higher proportion of the minority population will be in its childbearing years. Currently, the median age of non-Hispanic Whites is 38.1, compared with 26.5 for Hispanics and 30.3 for Blacks. Only one-fourth of Whites are under age 18, compared with one-third of minorities.

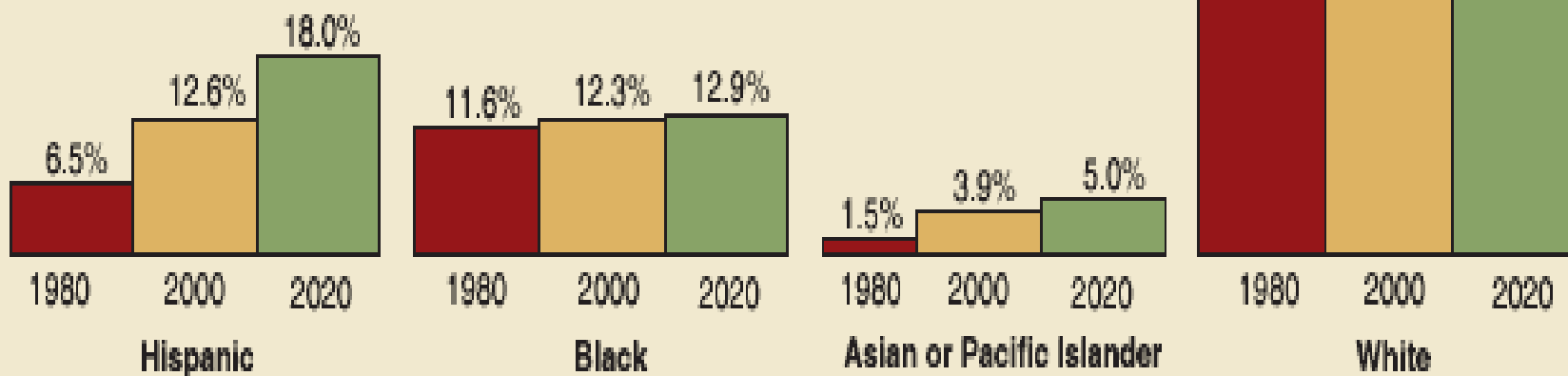
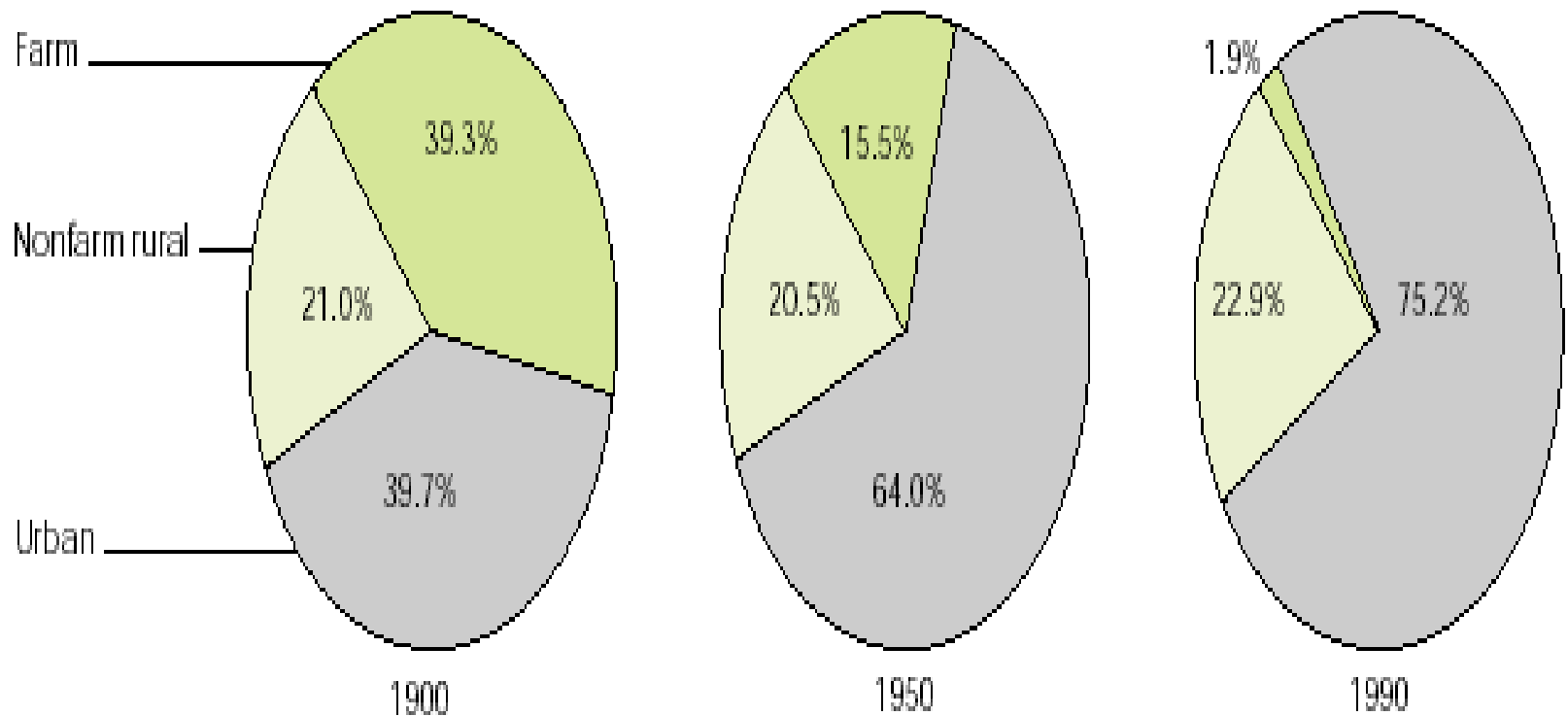




Figure 2

Urban and Farm Populations Were the Same Size in 1900; By 1990, Urban Population Was 40 Times as Large as Farm Population

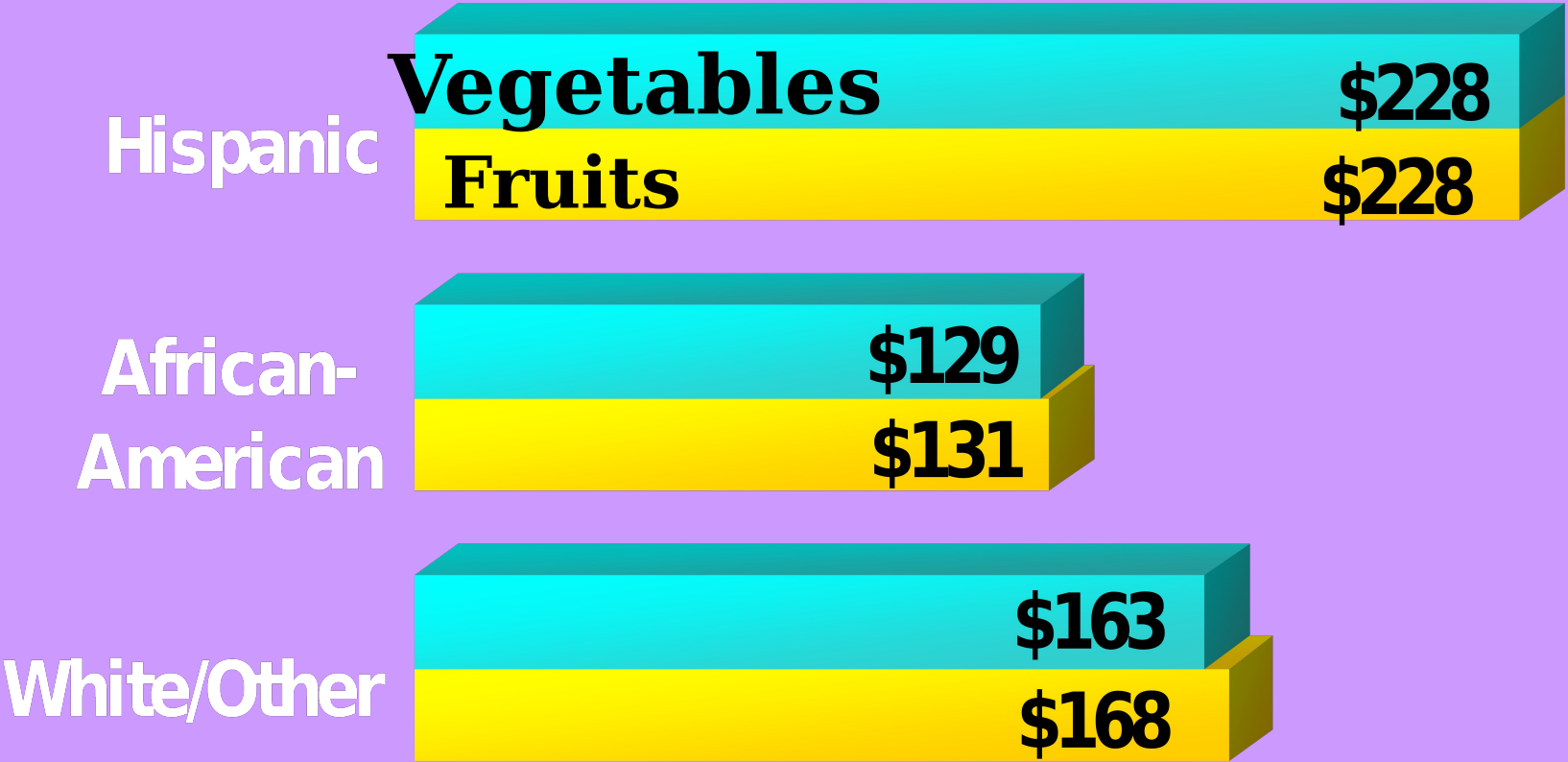


Source: U.S. Census Bureau.





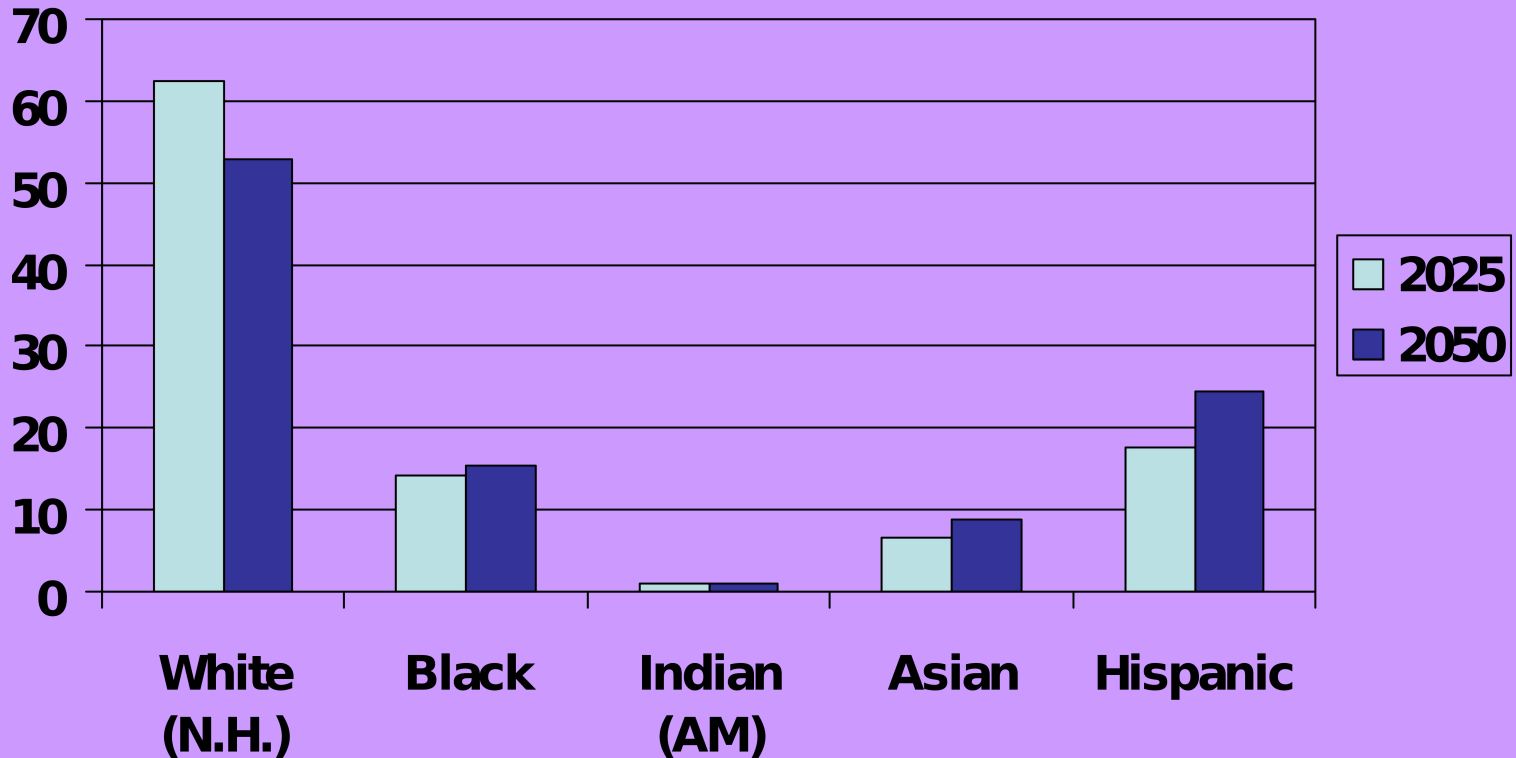
# US Fresh Produce Consumption \$ Per Household



Source: Demographics of Consumer Food Spending 2002, The Food Institute



# Projected Percent Change of Ethnic Population



Source: U.S. Bureau of the Census, decennial census and population projections



# Retail Display of Ginger Root





# Avocados in Florida





# Avocado Nutrition

- High in monounsaturated fats and Vitamin E
- Contains more potassium than most fruits and vegetables
- The avocado is a fruit, not a vegetable!
- Also alligator pear, palta, avocad, abogado, ahuacatl

## Florida Avocado

### Avocado

Serving size: 31g

30g

**Calories** 36

Cal from Fat 22.5

Fat 45

**Total Fat** 2.5g

## HAAS

Serving Size:

**Calories** 55

Cal from

**Total Fat** 5g



# Starfruit



- Very crisp and juicy with a refreshing taste
- A small tree with attractive foliage, produces a lot of fruit can be sliced up into attractive star shapes or eaten fresh
- No need to peel fruit but you should trim each rib edge
- High in Vitamins C, Vitamin A and fiber



# Nutritional Data

<b>Fruit/Vegetable</b>	<b>Serving Size</b>	<b>Wgt g</b>	<b>Cal g</b>	<b>Fiber</b>	<b>VitA IU</b>	<b>VitC mg</b>	<b>Pot mg</b>
Avocado, 1/2 med	100		162	5	307	8	602
Chayote, 1/2 c		80	17	2	20	6	138
Lime 1 med	84	20	2	7	83	69	
Mango	1/2 med	104		67	2	201	29 161
Papaya	1/2 c	76	30	2	110	47	196
Plantain,	1/2 c	77	79	2	700	8	358
Star fruit	1 med	91	42	3	310	27	207



# Yuca Root



- **Root Yuca looks like lots of sticks growing in ground**
- **Makes thick french fries, also thickener in tapioca**
- **Wax prevents dehydration**
- **A 2/3 cup serving has no fat, 2 g fiber, and 27 g carbs. High in Vit A.**
- **Also called Cassava, and Mandioca**
- **Must be cooked as raw yuca contains cyanide**





# Papayas



- **Papaya trees can easily reach 10-12 feet and higher**
- **Most mature fruit for harvest hangs at bottom or cluster**



Kumquats



Guava



Coconuts



Lychee



Aloe Vera



Mamey



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>AVOCADOS</b>	D.R.				FLORIDA					DOMINICAN REPUBLIC		
<b>LIMES</b>	MEXICO											
<b>CARAMBOLA</b>	FLORIDA			FLORIDA			FLORIDA					
<b>BONIATO</b>	FLORIDA											
<b>CALABAZA</b>	COSTA RICA / PANAMA											
<b>YUCCA</b>	COSTA RICA											
<b>GINGER</b>	COSTA RICA				BRAZIL & CHINA							
<b>PLANTAINS</b>	ECUADOR & VENEZUELA											
<b>CHAYOTE</b>	COSTA RICA											
<b>NAME</b>	COSTA RICA											
<b>SUGARCANE</b>	FLORIDA											
<b>MANGOS</b>	ECUADOR		GUATAMALA			MEXICO			BRAZIL			
<b>PAPAYAS</b>	JAMAICA & BRAZIL											
<b>UGLI FRUIT</b>			JAMAICA						JAMAICA			
<b>HABANEROS</b>	JAMAICA											
<b>KEY LIMES</b>	MEXICO											
<b>COCONUTS</b>	DOMINICAN REPUBLIC											
<b>MALANGA LILA</b>	COSTA RICA											
<b>MALANGA BLANCA</b>	COSTA RICA											



# Grow Your Own Home Project



“The attached photos are from a pineapple top we received from DoD Produce several years ago for a health fair at Northern Nash High. The employee, Ethel Key has since retired but works as a substitute for us. I thought you would all enjoy seeing it. We appreciate all you do for us at Nash-Rocky Mount



# Fruit of the Month Club Statistics

## Price of Snacks Compared\*

